

## Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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P R 100240Z DEC 74

FM AMEMBASSY JAKARTA

TO AMEMBASSY SINGAPORE PRIORITY

INFO USDOC WASHDC

SECSTATE WASHDC 5590

UNCLAS JAKARTA 14822

FOR LEONARD/U.S. TRADE CENTER

E.O. 11652: N.A.

TAGS: BEXP, BTRA, ID

SUBJ: U.S. TRADE CENTER EXHIBITION OF HOME  
AND OFFICE FURNISHINGS

1. EMBASSY HAS CONTINUED ITS SUPPORT OF U.S. TRADE CENTER EXHIBITIONS BY CONDUCTING MARKET PROMOTION CAMPAIGN IN SUPPORT OF HOME AND OFFICE FURNISHINGS EXHIBITION WHICH OPENED DEC. 9. PROMOTIONAL EFFORTS CONSISTED OF DIRECT MAILING, ISSUANCE OF PRESS RELEASES AND PERSONAL VISITS TO "MULTIPLIERS" POSSESSING CAPABILITY TO ASSIST WITH PROMOTION CAMPAIGN. RESULT THESE EFFORTS IS LESS ENCOURAGING THAN THAT ACHIEVED FROM EFFORTS IN SUPPORT OF PREVIOUS TC EVENTS: ONLY ONE INDONESIAN COMPANY INFORMED EMBASSY IT WILL SEND REPRESENTATIVES TO SHOW. PERHAPS THIS UNENTHUSIASTIC RESPONSE REFLECTS RELATIVELY LIMITED SALES POTENTIAL IN INDONESIA FOR LUXURY GOODU BEING DISPLAYED.

2. EMBASSY MAILED PUBLICITY FLYER AND INVITATION LETTER TO ABOUT 200 INDONESIAN AND AMERICAN COMPANIES. IN ADDITION, EMBASSY PREPARED AND DISTRIBUTED PRESS RELEASES N INDONESIAN  
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OR ENGLISH AS APPROPRIATE TO LEADING

NEWSPAPERS, NEWS BULLETIN PUBLISHERS, GREATER  
JAKARTA CHAMBER OF COMMERCE AND INDUSTRY AND  
ASSOCIATION OF INDONESIAN IMPORTERS. EMBOFF  
VISITED ALL THESE PUBLICITY "MULTIPLIERS"  
TO DESCRIBE TC, ITS OBJECTIVES AND THIS  
EXHIBITION AND TO ENCOURAGE THEM TO ANNOUNCE  
IT TO THEIR READERSHIP.

3. SEVERAL NEWSPAPERS, BULLETINS AND NEWLETTER  
OF ASSOCIATION OF INDONESIAN IMPORTERS CARRIED  
ANNOUNCEMENT ABOUT EXHIBITION. NOTWITHSTANDING  
THIS PUBLICITY, ONLY ONE INDONESIAN FIRM,  
LAKUNA, JALAN MAJAPAHIT 26, JAKARTA, INFORMED  
EMBASSY IT WOULD SEND REPRESENTATIVES TO  
EXHIBITION: MR. HARI HADIPRODJO AND MRS. RINE  
BHEKTI SANTOSO. LAKUNA IS MANUFACTURER OF  
FURNITURE, ALUMINUM DOORS AND WINDOW FRAMES  
WITH LARGE SHOWROOM IN ONE OF JAKARTA'S  
TRADING BUSINESS DISTRICTS. EMBASSY HAS SENT  
WTDR QUESTIONNAIRE TO FIRM.

4. EMBASSY WOULD APPRECIATE RECEIVING 300 COPIES  
OF PUBLICITY FLYERS AND INVITATION LETTERS  
FOR FUTURE TC EVENTS.

5. COMMERCIAL OFFICER JAMES J. REILLY AND  
FAMILY WILL BE SITTING SINGAPORE ON R & R  
BEGINNING DECEMBER 16 REILLY PLANS VISIT  
TC TO DISCUSS MARKET PROMOTION SUPPORT IN  
INDONESIA FOR TC EVENTS.  
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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** MorefiRH  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 12 JUN 2002  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** U.S. TRADE CENTER EXHIBITION OF HOME AND OFFICE FURNISHINGS  
**TAGS:** BEXP, BTRA, ID  
**To:** SINGAPORE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005